

Rep Order# 8879721 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 37573

Printed: 10/12/2012 1:06 PM
Last Received: 10/12/2012 11:17 AM
Showing Buylines: All Lines

1 of 8

Station KLAS-TV LAS VEGAS
Advertiser () CROSSROADS GPS
Product ISSUE
Estimate# 1119
Buyer Emily Milhoan
Phone#
Fax#

Agency () CROSSROADS MEDIA LLC
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 12/11/1119
Flight Dates 10/13/2012 - 10/20/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISION, DO NOT DOUBLE BOOK
TOTAL - \$125,250
PLEASE CONFIRM

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*1	SU	1135P-1205A	GAME TIME WITH UNLV	:30	\$500.00	10/14-10/14	1	1	1	\$500.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Rate Changed								
	*2	SU	500P-530P	8 NEWS NOW AT 5PM-SUN	:30	\$300.00	10/14-10/14	0	0	0	\$0.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Spots/week Changed								
	*3	SA	1100P-1135P	8 NEWS NOW AT 11PM-WKND	:30	\$1,500.00	10/13-10/13	0	0	0	\$0.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Spots/week Changed								
	*4	SU	1100P-1135P	8 NEWS NOW AT 11PM-WKND	:30	\$1,500.00	10/14-10/14	0	0	0	\$0.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Spots/week Changed								
	*5	SA	1100P-1135P	8 NEWS NOW AT 11PM-WKND	:30	\$5,000.00	10/20-10/20	1	1	1	\$5,000.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Rate Changed								

Rep Order# 8879721 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 37573

Printed: 10/12/2012 1:06 PM
Last Received: 10/12/2012 11:17 AM
Showing Buylines: All Lines

2 of 8

Station KLAS-TV LAS VEGAS
Advertiser () CROSSROADS GPS
Product ISSUE
Estimate# 1119
Buyer Emily Milhoan
Phone#
Fax#

Agency () CROSSROADS MEDIA LLC
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 12/11/119
Flight Dates 10/13/2012 - 10/20/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES

Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*6	SU	530P-600P	INSIDE EDITION	:30	\$2,000.00	10/14-10/14	1	1	1	\$2,000.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Rate Changed								
	*7	M-TU	500P-630P	8 NEWS NOW ROTATION	:30	\$3,000.00	10/15-10/16	2	1	2	\$6,000.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*8	W-TH	500P-630P	8 NEWS NOW ROTATION	:30	\$3,000.00	10/17-10/18	2	1	2	\$6,000.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*9	F	500P-630P	8 NEWS NOW ROTATION	:30	\$3,000.00	10/19-10/19	1	1	1	\$3,000.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Rate Changed								
	*10	SU	800A-830A	8 NEWS NOW SUNDAY MORNING- #2	:30	\$2,500.00	10/14-10/14	1	1	1	\$2,500.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Rate Changed								
	*11	TU	900A-1000A	LIVE! WITH KELLY & MICHAEL	:30	\$2,000.00	10/16-10/16	1	1	1	\$2,000.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Rate Changed								
	*12	W	900A-1000A	LIVE! WITH KELLY & MICHAEL	:30	\$2,000.00	10/17-10/17	1	1	1	\$2,000.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Rate Changed								
	*13	F	900A-1000A	LIVE! WITH KELLY & MICHAEL	:30	\$2,000.00	10/19-10/19	1	1	1	\$2,000.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Rate Changed								

Rep Order# 8879721 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 37573

Printed: 10/12/2012 1:06 PM
Last Received: 10/12/2012 11:17 AM
Showing Buylines: All Lines

3 of 8

Station KLAS-TV LAS VEGAS
Advertiser () CROSSROADS GPS
Product ISSUE
Estimate# 1119
Buyer Emily Milhoan
Phone#
Fax#

Agency () CROSSROADS MEDIA LLC
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 12/11/1119
Flight Dates 10/13/2012 - 10/20/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*14	M-TU	400P-500P	8 NEWS NOW AT 4PM & 430PM	:30	\$2,500.00	10/15-10/16	2	1	2	\$5,000.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*15	W-TH	400P-500P	8 NEWS NOW AT 4PM & 430PM	:30	\$2,500.00	10/17-10/18	2	1	2	\$5,000.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*16	F	400P-500P	8 NEWS NOW AT 4PM & 430PM	:30	\$2,500.00	10/19-10/19	1	1	1	\$2,500.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Rate Changed								
	*17	M	1135P-1237A	LATE SHOW W/LETTERMAN	:30	\$1,200.00	10/15-10/15	0	0	0	\$0.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Spots/week Changed								
	*18	TU	1135P-1237A	LATE SHOW W/LETTERMAN	:30	\$1,200.00	10/16-10/16	0	0	0	\$0.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Spots/week Changed								
	*19	F	1135P-1237A	LATE SHOW W/LETTERMAN	:30	\$1,200.00	10/19-10/19	0	0	0	\$0.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Spots/week Changed								
	*20	M	1200P-1230P	8 NEWS NOW AT NOON	:30	\$2,000.00	10/15-10/15	1	1	1	\$2,000.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Rate Changed								
	*21	W	1200P-1230P	8 NEWS NOW AT NOON	:30	\$2,000.00	10/17-10/17	1	1	1	\$2,000.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Rate Changed								

Rep Order# 8879721 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 37573

Printed: 10/12/2012 1:06 PM
Last Received: 10/12/2012 11:17 AM
Showing Buylines: All Lines

4 of 8

Station KLAS-TV LAS VEGAS
Advertiser () CROSSROADS GPS
Product ISSUE
Estimate# 1119
Buyer Emily Milhoan
Phone#
Fax#

Agency () CROSSROADS MEDIA LLC
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 12/11/1119
Flight Dates 10/13/2012 - 10/20/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*22	M	600A-700A	MORNING NEWS ROTATOR	:30	\$1,400.00	10/15-10/15	0	0	0	\$0.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Spots/week Changed								
	*23	TU	600A-700A	MORNING NEWS ROTATOR	:30	\$1,400.00	10/16-10/16	0	0	0	\$0.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Spots/week Changed								
	*24	F	600A-700A	MORNING NEWS ROTATOR	:30	\$1,400.00	10/19-10/19	0	0	0	\$0.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Spots/week Changed								
	*25	M	1100P-1135P	8 NEWS NOW AT 11PM	:30	\$2,700.00	10/15-10/15	0	0	0	\$0.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Spots/week Changed								
	*26	TU	1100P-1135P	8 NEWS NOW AT 11PM	:30	\$5,000.00	10/16-10/16	1	1	1	\$5,000.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Rate Changed								
	*27	W	1100P-1135P	8 NEWS NOW AT 11PM	:30	\$2,700.00	10/17-10/17	0	0	0	\$0.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Spots/week Changed								
	*28	TH	1100P-1135P	8 NEWS NOW AT 11PM	:30	\$2,700.00	10/18-10/18	0	0	0	\$0.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Spots/week Changed								

5 of 8

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	*29	F	1100P-1135P	8 NEWS NOW AT 11PM	:30	\$2,700.00	10/19-10/19	0	0	0	\$0.00	
		Sales Remark: V3 .										
		V3 Comment Changed, Spots/week Changed										
	*30	M	700A-900A	CBS THIS MORNING	:30	\$1,400.00	10/15-10/15	0	0	0	\$0.00	
		Sales Remark: V3 .										
		V3 Comment Changed, Spots/week Changed										
	*31	TH	700A-900A	CBS THIS MORNING	:30	\$1,400.00	10/18-10/18	0	0	0	\$0.00	
		Sales Remark: V3 .										
		V3 Comment Changed, Spots/week Changed										
	*32	F	700A-900A	CBS THIS MORNING	:30	\$1,400.00	10/19-10/19	0	0	0	\$0.00	
		Sales Remark: V3 .										
		V3 Comment Changed, Spots/week Changed										
	*33	M-W	300P-400P	ELLEN	:30	\$2,500.00	10/15-10/17	3	1	3	\$7,500.00	
		Sales Remark: V3 .										
		V3 More than 2 codes changed										
	*34	TH	300P-400P	ELLEN	:30	\$2,500.00	10/18-10/18	1	1	1	\$2,500.00	
		Sales Remark: V3 .										
		V3 Comment Changed, Rate Changed										
	*35	F	300P-400P	ELLEN	:30	\$2,500.00	10/19-10/19	1	1	1	\$2,500.00	
		Sales Remark: V3 .										
		V3 Comment Changed, Rate Changed										
	*36	M	500A-600A	8 NEWS NOW AT 5-7AM	:30	\$1,200.00	10/15-10/15	0	0	0	\$0.00	
		Sales Remark: V3 .										
		V3 Comment Changed, Spots/week Changed										

Rep Order# 8879721 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 37573

Printed: 10/12/2012 1:06 PM
Last Received: 10/12/2012 11:17 AM
Showing Buylines: All Lines

6 of 8

Station KLAS-TV LAS VEGAS
Advertiser () CROSSROADS GPS
Product ISSUE
Estimate# 1119
Buyer Emily Milhoan
Phone#
Fax#

Agency () CROSSROADS MEDIA LLC
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 12/11/1119
Flight Dates 10/13/2012 - 10/20/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*37	TH	500A-600A	8 NEWS NOW AT 5-7AM	:30	\$1,200.00	10/18-10/18	0	0	0	\$0.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Spots/week Changed								
	*38	F	500A-600A	8 NEWS NOW AT 5-7AM	:30	\$1,200.00	10/19-10/19	0	0	0	\$0.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Spots/week Changed								
	39	SA	630P-700P	8 NEWS NOW AT 630PM-SAT	:30	\$2,500.00	10/13-10/13	1	1	1	\$2,500.00	
	*40	TU	1230P-100P	THE BOLD AND THE BEAUTIFUL	:30	\$1,700.00	10/16-10/16	0	0	0	\$0.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Spots/week Changed								
	*41	W	1230P-100P	THE BOLD AND THE BEAUTIFUL	:30	\$1,700.00	10/17-10/17	0	0	0	\$0.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Spots/week Changed								
	*42	F	1230P-100P	THE BOLD AND THE BEAUTIFUL	:30	\$1,700.00	10/19-10/19	0	0	0	\$0.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Spots/week Changed								
	*43	M	100P-200P	LET'S MAKE A DEAL	:30	\$1,700.00	10/15-10/15	0	0	0	\$0.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Spots/week Changed								
	*44	W	100P-200P	LET'S MAKE A DEAL	:30	\$1,700.00	10/17-10/17	0	0	0	\$0.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Spots/week Changed								
	*45	F	100P-200P	LET'S MAKE A DEAL	:30	\$1,700.00	10/19-10/19	0	0	0	\$0.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Spots/week Changed								

Rep Order# 8879721 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 37573

Printed: 10/12/2012 1:06 PM
Last Received: 10/12/2012 11:17 AM
Showing Buylines: All Lines

7 of 8

Station KLAS-TV LAS VEGAS
Advertiser () CROSSROADS GPS
Product ISSUE
Estimate# 1119
Buyer Emily Milhoan
Phone#
Fax#

Agency () CROSSROADS MEDIA LLC
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 12/11/1119
Flight Dates 10/13/2012 - 10/20/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES

Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*46	M	630P-700P	INSIDE EDITION	:30	\$3,500.00	10/15-10/15	0	0	0	\$0.00	
			Sales Remark:	V3 .								
			V3 Comment	Changed, Spots/week Changed								
	*47	W	630P-700P	INSIDE EDITION	:30	\$5,500.00	10/17-10/17	1	1	1	\$5,500.00	
			Sales Remark:	V3 .								
			V3 Comment	Changed, Rate Changed								
	*48	M	1000A-1100A	PRICE IS RIGHT	:30	\$5,000.00	10/15-10/15	0	0	0	\$0.00	
			Sales Remark:	V3 .								
			V3 Comment	Changed, Spots/week Changed								
	*49	TH	1000A-1100A	PRICE IS RIGHT	:30	\$5,000.00	10/18-10/18	0	0	0	\$0.00	
			Sales Remark:	V3 .								
			V3 Comment	Changed, Spots/week Changed								
	*50	F	1000A-1100A	PRICE IS RIGHT	:30	\$5,000.00	10/19-10/19	0	0	0	\$0.00	
			Sales Remark:	V3 .								
			V3 Comment	Changed, Spots/week Changed								
	*51	TU	800P-900P	NCIS: LA	:30	\$50,000.00	10/16-10/16	1	1	1	\$50,000.00	
			Sales Remark:	V3 .								
			V3 Comment	More than 2 codes changed								
	*52	SU	630P-700P	8 NEWS NOW AT 630PM-SUN	:30	\$3,000.00	10/14-10/14	0	0	0	\$0.00	
			Sales Remark:	V3 .								
			V3 Comment	Changed, Spots/week Changed								
	*53	SA	930A-1200P		:30	\$2,250.00	10/13-10/13	1	1	1	\$2,250.00	
			Buyline Comment:	ACC FOOTBALL								
			V3 Comment	Added								

Rep Order# 8879721 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 37573

Printed: 10/12/2012 1:06 PM
Last Received: 10/12/2012 11:17 AM
Showing Buylines: All Lines

8 of 8

Station KLAS-TV LAS VEGAS
Advertiser () CROSSROADS GPS
Product ISSUE
Estimate# 1119
Buyer Emily Milhoan
Phone#
Fax#

Agency () CROSSROADS MEDIA LLC
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 12/11/1119
Flight Dates 10/13/2012 - 10/20/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----

—REPORT TOTALS—

Report Totals: 29 / \$125,250.00

—SALES MONTHLY TOTALS—

Oct 12: 29 / \$125,250.00
Sales Totals: 29 / \$125,250.00
Station Totals: 29 / \$125,250.00
Lines not sent/rcld/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals	\$417,500	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books FEB11
Demos RA35+